

Message Text

UNCLASSIFIED

PAGE 01 PARIS 14350 032308Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 CCO-00 PASO-00 /021 W
-----012332 040649Z /11

R 032302Z MAY 78
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 1018

UNCLAS PARIS 14350

E.O. 11652: N/A
TAGS: EFIN, FR
SUBJECT: GENERAL FOODS, FRANCE - COFFEEPRICING

TO: JAMES L. FERGUSON
CHAIRMAN AND CHIEF EXECUTIVE
GENERAL FOODS CORP
250 NORTH
WHITE PLAINS, NEW YORK 10605
TEL: 914 683-2500

1. FOLLOWING RECEIPT OF YOUR TELEX OF MARCH 27 AND
CONSULTATIONS WITH MR. LOUIS COEN, WE HAVE BEEN PURSUING
YOUR PROBLEM OF COFFEE PRICING WITH RELEVANT FRENCH
GOVERNMENT AUTHORITIES. WE NOW UNDERSTAND FROM MR.
COEN'S OFFICE THAT AN AGREEMENT FOR MORE FLEXIBLE
PRICING (WHICH SHOULD ALLEVIATE IF NOT SOLVE GENERAL
FOOD'S PROBLEM) SHOULD BE SIGNED WITH THE FRENCH
MINISTRY OF FINANCE WITHIN A FEW DAYS. HOWEVER,
WE WILL CONTINUE TO FOLLOW THE SITUATION CLOSELY AND
SHOULD FURTHER ACTION ON OUR PART APPEAR NECESSARY YOU
CAN BE FULLY ASSURED WE WILL TAKE WHATEVER MEASURES
ARE APPROPRIATE IN CONSULTATION WITH MR. COEN.
HARTMAN

NOTE BY OC/T: PASSED ABOVE ADDRESSEE.
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NNN

Message Attributes

Automatic Decaptioning: X
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Disposition History: n/a
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